

Asian Consumers: Shopping for Groceries - US - 2022

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This report looks at the following areas:

- Understanding the Asian American grocery shopper: responsibility, store type shopped and frequency of grocery shopping
- Grocery shopping enjoyment
- Factors considered when choosing a grocery store
- Desire for greater Asian American representation
- Channels used and interest in online grocery shopping

The Asian American population is growing at a rate faster than any other single racial group in the US, making them a powerful consumer group for grocery retailers to connect with. This becomes especially true when considering that this cohort is made up of a group of active and frequent grocery shoppers who express enjoyment for the activity.

For those in the grocery space, warehouse clubs are a threat, as this is the store type most likely to be cited by the segment. With value being in the spotlight due to the current inflationary conditions, traditional supermarkets would do well to focus on the elements that they currently own – freshness.

While price is in focus, other value aspects like convenience must also be considered to appeal to this segment. Importantly, representation by way of stocking more Asian brands and products could increase convenience, as the large majority of the segment shops at two or more locations to fulfill their grocery shopping needs. Further, some 80% want to see a greater range of such products and brands at traditional grocery stores. Ignoring this desire would be a mistake, as accurate and authentic representation of the Asian culture within the aisles of grocery retailers will not only work to create a more inclusive environment for these shoppers but will also win favor among the Asian American community.



“Asian Americans are a growing cohort of typically wealthy and engaged grocery shoppers with the majority shopping at least once a week and enjoying the task. Gains will be had by increasing avenues to meet their needs.”

– Klaudia Kondakciu,
Consumers and Cultures
Analyst

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